

# LIBRÉ VAN DER WESTHUIZEN

UX/UI PRODUCT DESIGNER (IN TRAINING) | WEB DESIGN SPECIALIST | DIGITAL CREATIVE WITH A STRATEGIC MINDSET

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## SUMMARY

Creative and driven professional transitioning into UX/UI design, with over 11 years of experience in digital marketing, social media, and website design. For the past 3 years, I've successfully run my own website design business, where I've developed and launched custom sites for a range of clients — honing skills in user experience, responsive design, client communication, and project management. I hold a **BA in Communications**, a **Digital Marketing Certificate**, a **UX Design Diploma**, and I'm currently completing a **UI Design Certificate**. Proficient in tools like Figma, WordPress, Shopify, and the Adobe Creative Suite, I'm eager to bring my cross-functional background and entrepreneurial mindset to a junior UX/UI design role where I can continue learning and contribute to meaningful digital experiences.

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## EXPERIENCE

### WEBSITE DESIGN & DIGITAL MARKETING MANAGER | OWNER

**Libré Creations (Pty) Ltd** | 2022 – Present

As the founder of Libré Creations, I design and develop custom websites for small businesses, applying UX/UI principles to create clean, user-friendly digital experiences. I lead projects from concept to launch, including client discovery, user research, wireframing, prototyping, and responsive front-end design using platforms like Figma, WordPress and Shopify. My work focuses on optimizing usability, accessibility, and visual hierarchy to meet both client and user needs. This role has allowed me to refine my practical UX/UI design skills, while also managing branding, digital strategy, and performance optimization for each project.

### MARKETING MANAGER

**Inspiration Starts Here (Bloglovin)** | 2023 – 2025

As the Marketing Manager for a U.S.-based blog discovery and influencer platform, I led the strategy and execution of content marketing campaigns across digital platforms. I collaborated with designers and content creators to enhance the UX and UI of landing pages and blog features, optimized layouts based on engagement data, and developed visual content aligned with brand guidelines. I regularly analyzed user behavior and campaign performance to improve reach and conversion, while also creating templates and assets for consistent multi-channel use.

## CONTACT

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Mpumalanga, South Africa

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## ABOUT ME

Passionate about crafting intuitive, user-centered digital experiences, I combine over a decade of creative industry experience with hands-on UX/UI design skills to bring thoughtful, functional designs to life.

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## EDUCATION

### UX DESIGN INSTITUTE

#### Product Design

UX Design Diploma – May 2025

UI Design Certificate – Current  
(Completion: June 2025)

### UNIVERSITY OF CAPE TOWN

#### Digital Marketing Certificate

2019

### NORTH WEST UNIVERSITY OF POTCHEFSTROOM, SOUTH AFRICA

#### PGCE – Post Graduate Certificate in Education

2015

### HIGH SCHOOL ELDORAINNE, PRETORIA, SOUTH AFRICA

#### High School Education – Grade 12

2009

## WEBSITE, ONLINE & SOCIAL MEDIA EDITOR

**WOW Concepts & Safari Outdoor (Outdoor Investment Holdings) |**  
2016 – 2022

In this role, I was responsible for managing website content, UX writing, and e-commerce layout updates. I worked closely with development teams to improve site usability and optimized the customer journey through strategic page structuring. My work also involved creating branded content for social media, email newsletters, and blog posts, contributing to increased online engagement and brand awareness. I maintained consistency across platforms while using performance data to guide content planning.

## CONTENT EDITOR

**ShowMe Pretoria |** 2016

At ShowMe Pretoria, I created and edited localized content for a community-based online platform. I focused on producing clear, SEO-optimized articles and event listings that supported user engagement and discoverability. I collaborated with local businesses to enhance their presence on the platform and ensured all published content adhered to high editorial and usability standards.

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## LANGUAGE

English – Native (Professional)  
Afrikaans – Native (Professional)

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## REFERENCES

*Available on request*

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## SKILLS

### Design Tools & Platforms

Advanced in Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), WordPress (Elementor), and Shopify. Proficient with Webflow (beginner) for prototyping and responsive layouts.

### UX/UI Methods & Strategy

Experienced in user research (interviews, personas, journey mapping), usability testing, A/B testing, and competitive benchmarking to inform intuitive, data-driven design solutions.

### Specializations

Responsive web design, brand-aligned UI, content-centered design, and client-focused digital solutions across lifestyle, retail, and wellness industries.

### Technical Proficiency

Basic HTML/CSS for layout tweaks and dev handoff; skilled in CMS platforms (WordPress-Elementor, Shopify, Wix, Squarespace); SEO-savvy with working knowledge of Google Analytics.

### Soft Skills & Collaboration

Strong communicator and creative problem-solver. Experienced in agile workflows, project management (Trello, Asana, Jira, Slack, Monday.com, Notion), and translating feedback into iterative design improvements.